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The WrightStater

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A century
of peace
or war—



the
consequences

Almond

**WRIGHT
STATE**

Wright State University
Dayton, Ohio 45435

In this issue:
Teaching Chisanbop to children
New trends in liberal arts

Wright State review

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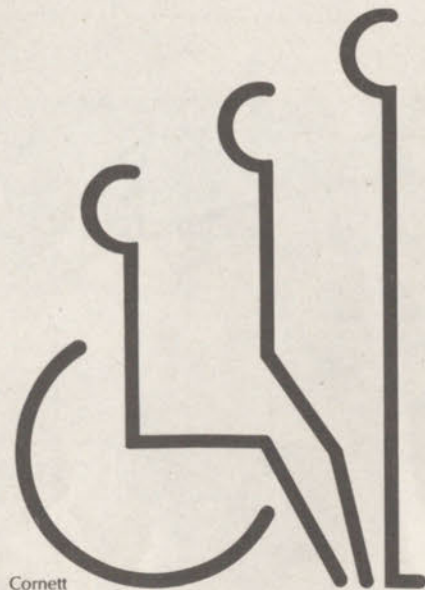
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**WRIGHT
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Cornett

Performance is unique

Wright State's Rolling Stock Theatre Company, a company of both able-bodied and disabled performers, recently presented its latest production, "Will the Real Paraplegic Please Stand Up?: A Celebration of Ability."

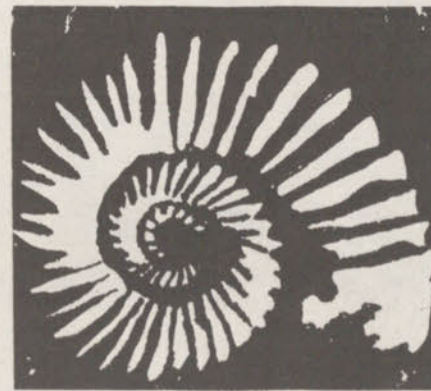
The production utilized the subject of human disabilities as a theme. The company has been performing for three years. No show, however, has ever utilized the subject of human disabilities as a theme. Rolling Stock has performed at Wright State, throughout Ohio, Illinois, Indiana, and Kentucky.

Center purchased

The Ohio Controlling Board released \$1.7 million to Wright State for the purchase of the Eugene W. Kettering Center in downtown Dayton from The Engineering and Science Foundation of Dayton.

The University has leased the four-level building at 140 E. Monument Avenue from the Foundation since 1974.

The Center houses the WSU College of Continuing and Community Education, the WSU Career Development Center, and the office of the WSU Vice-Provost for Planning. The sale will not affect any of the programs, services, or activities at the Center.

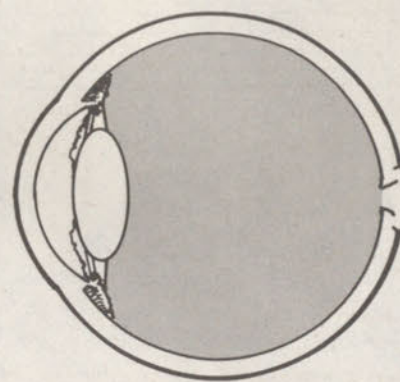


Almond

Fossils traced

As millions of years passed, ocean floor communities of invertebrate organisms such as crinoids, clams, snails, and corals left fossilized traces of the history of their tiering—the vertical structure of the communities of organisms within their ocean environment.

Wright State Assistant Professor William Ausich recently coauthored an article which documents, for the first time in scientific literature, the history of tiering and the evolution of the ocean floor organisms for the past 560 million years. The article was published recently in *Science* magazine.



Eye bank opens

Miami Valley area Lions Clubs, community hospitals, and Wright State recently announced the formation of a local full-service eye bank to serve people in the region.

Named the Lions Eye Bank of West Central Ohio, the new facility is located at the Wright State Frederick A. White Center for Ambulatory Care. A joint effort, the Eye Bank is managed by a board of trustees composed of area Lions Club members and physicians.

CASE honors

Wright State was selected for two honors in the 1982 Council for Advancement and Support of Education (CASE) National Recognition Program.

Perspectives, A Wright State publication of the Offices of Admissions and University Communications, won an exceptional achievement award for the text and design of the publication. The publication also won a national award from the International Association of Business Communicators.

The WSU Alumni Association's annual giving program was named a finalist by CASE in the Improvement Category of the 1982 U.S. Steel Alumni Giving Incentive Awards Program. This award recognizes institutions and their alumni that have made significant and successful commitments to encourage private voluntary support for higher education.

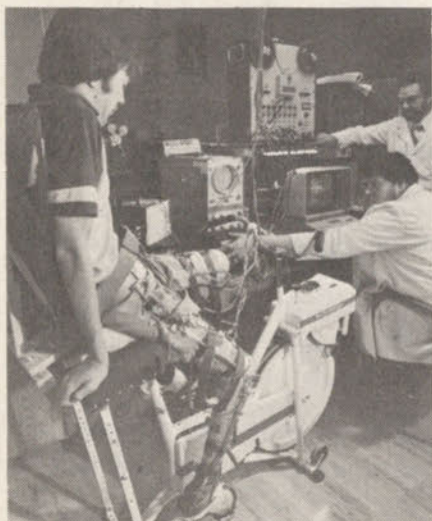


New Bolinga director

A renewed emphasis on academics is a major goal of the new director of the Bolinga Black Cultural Resources Center, Pamela Pritchard.

"The center needs to be more academically inclined and to develop a close relationship with the faculty and academic programs," says Pritchard. She hopes to initiate a proposal for a certificate program in black studies which could be pursued simultaneously with a bachelor's degree. She believes Wright State could be a leader in developing cultural study tours of areas important to black history.

Pritchard hopes to attract greater participation from white students, faculty and staff at the Bolinga Center.



Milestone for paralyzed

A project that began 13 years ago for Dr. Jerrold S. Petrofsky, director of the biomedical engineering lab at Wright State, has reached a milestone in accomplishing what was once believed impossible: restoring complex, coordinated movement to the legs of a paralyzed person.

The milestone involves the use of programmed electrical stimulation and a computerized feedback system to successfully enable a quadriplegic to pedal a stationary bicycle, a major breakthrough in efforts to make a paralyzed person walk again.

The next step in the project involves pedaling a moving bicycle, with later developments including getting a paralyzed person to walk with the assistance of a walker, and finally, to walk freestanding, with the commands to move coming from microprocessors implanted near the paralyzed muscles.

Researchers retire

John and Bea Lacey have retired from Fels Research Institute and the Wright State School of Medicine. Bea was acting scientific director and Fels professor in psychiatry at the School of Medicine. John was a Fels professor in psychiatry and chief in the Fels section of behavioral physiology. They hope to maintain a lab at Fels where they can continue their research and writing. For them, they say retirement means only the end of administrative obligations, not research.

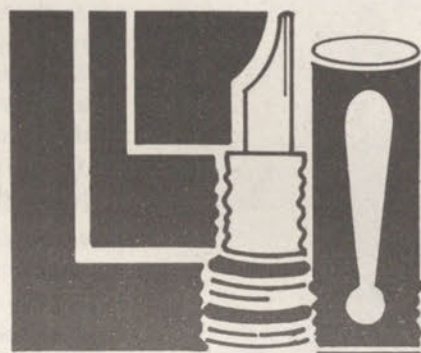
Students net honors

A team of Wright State engineering students recently placed second in the Region 2, Institute of Electrical and Electronic Engineers (IEEE) Competition in Pittsburgh.

The team won a monetary prize and the distinction of having their paper, "Automated Mail Cart," published with a select few chosen nationwide in a publication of the "IEEE 1981-82 Student Papers."

Venkatesan elected

Dr. M. Venkatesan, David L. Rike Professor of Marketing at Wright State, recently was elected president of the Dayton chapter of the American Marketing Association. Venkatesan was introduced as president-elect at a recent meeting of the Dayton chapter, held at the Miami Valley Country Club.



New writing program

The Department of English at Wright State will make "Certificates in Professional Writing" available to anyone who completes 20 hours of work in approved classes at the 300 level or above, according to Dr. Thomas Whissen, director of writing programs in the English department.

"This new service is designed to strengthen the credentials of anyone seeking employment in writing-related positions or anyone engaged in such activities, and to provide entry into jobs that require technical training," said Whissen.

SPOTLIGHT



A delighted Dr. Glenn Graham (left) primary recipient of the WSU Alumni Association Award for Teaching Excellence, received the award from last year's primary recipient, Dr. Mary Lou White. At the podium, Alumni Association President Andrew Winchek reads the tributes of Graham's former students.

Awards for Teaching Excellence presented

by Harry Battson

The eighth annual Alumni Association Awards for Teaching Excellence were presented at commencement by Association president Andrew F. Winchek.

Dr. Glenn T. Graham, professor of education in the College of Education and Human Services, was named the primary recipient of the award, receiving a silver medallion and a \$1,500 prize from the Alumni Association. Graham has been a faculty member at Wright State since 1966 and also received an Alumni Association award for teaching excellence in 1980.

The other four award recipients honored at commencement were: Dr. Shelby Crowe, assistant professor of art education in the College of Education and Human Services; Dr. Mary Ellen Mazey, assistant professor of geography in the College of Liberal Arts; Daniel L. Orr, instructor of health, physical education, and recreation in the College of Education and Human Services and a WSU alumnus himself; and Dr. James L. Walker, associate professor of political science and chairman of the Department of Political Science and Urban Affairs in the College of Liberal Arts.

The Alumni Association Awards for Teaching Excellence, established in 1975 to provide recognition and incentive for superior teaching achievement, are open to nomination from any WSU alumnus with recipients chosen by a special committee.

The June commencement, WSU's 15th, was the largest in the university's history. More than 2,000 graduates joined the ranks of WSU alumni. Among those receiving degrees were the first 28 graduates from the School of Professional Psychology, the first recipients of the Doctor of Psychology degree in the state of Ohio.

Three Honorary Doctor of Laws degrees were conferred: Ohio Governor James A. Rhodes, who played a very supportive role in the beginnings and growth of Wright State; Clara E. Weisenborn, newspaper columnist, former state senator, and member of the WSU Foundation; and James W. McSwiney, former chairman of the Mead Corporation and Dayton business and civic leader.

Dr. William Bevan, president of the American Psychological Association and provost of Duke University, delivered the commencement address.

Ann M. Frazee, a senior finance and accounting major in the College of Business and Administration, was named the 1982-83 Presidential Scholar. She will receive a \$1,500 scholarship and will pursue a special independent study project under the personal direction of President Robert J. Kegerreis. ●

Outstanding woman in America

by Rhonda Peoples

Why would a child go to a psychiatrist?

That's a question frequently asked of Dr. Sandra Sexson, Wright State assistant professor of Psychiatry and Pediatrics and director of Psychiatry at Children's Medical Center.

"A kid doesn't say to his parents, 'I'm worried'," says Dr. Sexson. Once a problem is identified by a doctor, teacher, or the family, professionals like Sexson step in to help find a solution.

"Child psychiatry was always my goal," says Sexson, who sees mostly preteenaged children. She finds her dual role of child psychiatry and WSU School of Medicine faculty member especially rewarding. "I like working with medical students, helping them to understand psychiatry, and I like helping children and their families."

Sexson's professional accomplishments and her commitment to children recently won her recognition as one of 1981's Ten Outstanding Young Women of America. She was selected from 78,000 women nominated for the annual award. The women so honored are chosen for their high achievements in 15 categories including academics, personal and professional leadership, community service, political and civic participation, and influence on community opinion and action.

One of Sexson's special concerns is the adjustment problems of chronically ill or disabled children. As a child psychiatrist at Children's Medical Center, "I see cases different from those I might see in private practice—chronically or terminally ill children," she says. Many of her patients' adjustment problems develop from their medical problems—diabetes, leukemia, cystic fibrosis, congenital handicaps.

Sexson acquired her empathy for such children not only through her professional training but through personal experience. She was born with a congenital leg problem and "spent a lot of time in crippled children's clinics."

Often a child who develops a problem is reacting to "the interruption of the normal growth process by illness," Sexson says. Children differ in their reactions; some deny the illness, some become overdependent, some use the illness as an excuse not to participate in certain activities.

In such cases, "our first goal is to give good medical care," she says, "Then we try to keep the child in the normal developmental process." Parents and teachers, she says, must strive to keep the child involved in his or her usual activities at home and school so that the child can "progress as normally as possible."

The same goal of "normalization" applies to a child's hospitalization. "We keep the kids on a home-like schedule," Sexson says. A hospital stay is no time for changes; "we don't take away pacifiers or blankets." The cheerful, brightly-colored Children's Medical Center is "not just a place to be sick," she says. "Most of the patients are not immobilized; they can do much more than a hospitalized adult would want to do." The Center encourages playroom activities to give children's energy an outlet.

Many of the children Sexson sees participate in play therapy, a method in which children may express their feelings using dolls, puppets, or clay or other art materials. Play therapy gives children the opportunity to tell stories or act out situations. Often, Sexson says, "kids who have had needles stuck into them will want to stick needles into their dolls."

Sexson also encounters some very special cases: terminally ill children. "In the past, we've avoided talking to kids about their own death, or about their fears of death, saying, 'they don't understand'. But kids do know something is wrong by the way people act," she says, adding that it is often uncertain whether the patient is indeed terminal.

Her first step in working with a terminal case is to counsel the parents to gain their support for her work with the child. "If you're a parent, it's difficult to give a straight answer to your child's questions: 'What will happen to me when I die? Why are you letting me die?' Fear of death is also a fear of separation from the parents, so we try to have the parents nearby at all times. We must explain to children, reassure them, ease their fears. If they understand about their illness, they don't feel so out of control," she says.

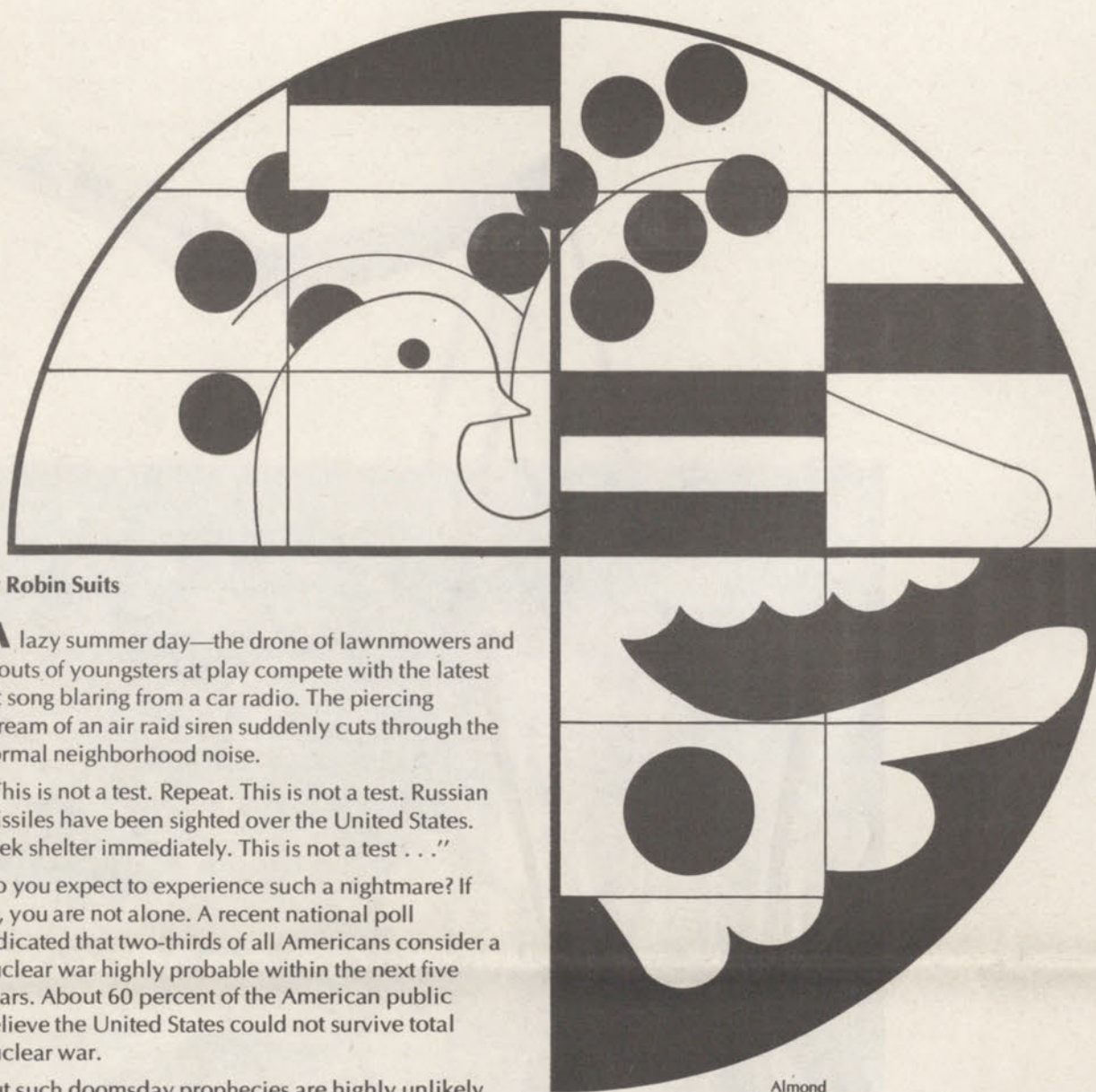
The many challenges of her work add up to an "ideal" profession, she says. She enjoys teaching psychiatry and child development to Wright State medical students as well as seeing her patients at Children's Medical Center. In addition, she's busy rearing an eight-year-old daughter. "I'm a typical mother," she admits. "I don't always keep my professional cool."

All in all, she says, "I never get bored." •



Dr. Sandra Sexson and Bert the puppet from Sesame Street.

A century of peace or war— the consequences



by Robin Suits

A lazy summer day—the drone of lawnmowers and shouts of youngsters at play compete with the latest hit song blaring from a car radio. The piercing scream of an air raid siren suddenly cuts through the normal neighborhood noise.

"This is not a test. Repeat. This is not a test. Russian missiles have been sighted over the United States. Seek shelter immediately. This is not a test . . ."

Do you expect to experience such a nightmare? If so, you are not alone. A recent national poll indicated that two-thirds of all Americans consider a nuclear war highly probable within the next five years. About 60 percent of the American public believe the United States could not survive total nuclear war.

But such doomsday prophecies are highly unlikely to become reality, according to Dr. Matthew Melko, chairman of the Wright State University Department of Sociology and Anthropology. War has been the exception rather than the rule throughout the history of civilization, says Melko, who recently coauthored the book, *Peace in the Ancient World*, with history professor Richard Weigel of the University of Western Kentucky.



Melko

Based on past trends, we can expect another 70 years of peace among the super powers, Melko says. Should you live to see the year 2050, you will feel more at home than many of our grandparents feel in the 1980s, Melko believes.

Visions of atomic holocaust and technological explosion

are just the fantasies of people who want to believe they live in pivotal times, he says.

"I wouldn't count on it," says Dr. James Sayer, WSU associate professor of communications. A history buff, Sayer believes nuclear war is very likely in our times. Based on his reading of international politics, he says the times in which we live are about as pivotal as you can get: they may in fact seal the fate of the human race.

Sayer points to the chain of events leading to World War I as an example of what could set off a nuclear conflict. Most of the European powers were heavily armed in anticipation of war when a Serbian nationalist assassinated the heir to the Austrian throne. Result: the first world war. "I imagine some minor country like Libya deciding to nuke Israel,"

Sayer postulates. "Since we have troops in the area, as do the Soviets, it would be only a matter of time before we have world war."

Melko interprets history differently. During the past 500 years, he says, major wars between the super powers have been rare. Periods of global conflict are followed by a century or more of relative peace. We now are three decades into such a period, and Melko expects peace to continue until around 2050. Despite serious minor conflicts—like Vietnam, Israel, and the Falkland Islands—the super powers have scrupulously avoided engaging in combat with one another. In the Northern Hemisphere at least, Melko believes they will continue to avoid nuclear confrontation.

Melko sees three trends defusing the threat of war:

- A relative decrease in military spending;
- A wane in ideology as motivation for war; and
- The increasing importance of international law and diplomacy among developed nations of the Northern Hemisphere.

In relation to Gross National Product, total military spending for developed nations dropped from 7.2 percent in the late 1960s to 5.6 percent in the late 1970s, Melko says.

As for ideology, he says, there may be a lot of smoke but there's no longer any fire. The "monolithic communist menace" of the immediate post-World War II era appears to be a ridiculous concept today, he contends. Both the Russians and the Chinese have watered down their philosophies in the face of economic reality, he says. "Ideologies lost their effect because there was no longer a need for unity of belief," he notes.

As bureaucracy burgeoned and problems became more complex, self-interest ruled the day—not simplistic world views. Thus, negotiation and international settlement of differences became the tools for fashioning peace among reasonable people.

Sayer refutes Melko's theory. "He presumes that reasonable men would not cause a nuclear holocaust. It doesn't take much of a weirdo to push the button," Sayer says. "Secondly, he presumes that one leader's definition of what is reasonable will be the same as that of another. What is reasonable depends on your definition of what's in your own self-interest. Finally, he overlooks the possibility of a 'fail-safe' error causing disaster by accident."

With a growing number of nations achieving nuclear capabilities, Sayer fears that some obscure terrorist group will obtain the ingredients for the bomb and take the world down with them. "We may never have a direct war between the United States and Russia, initiated by one or the other. But I fully expect that at some point, when one super power intervenes in a world hot spot, they'll necessarily encounter the other's troops. By having American troops in Europe, for example, we've set a tripwire for the Soviets. We're saying, 'if you guys invade, you'll encounter American soldiers. If you do that, we'll be forced to go to war.'"

One reason Sayer is so pessimistic about the capability of US leaders to keep us out of war is the role mass media play in determining who those leaders are—a role that is mushrooming with the increasing importance of television to all aspects of daily life. "The problem is, people look at television as a cut of reality. It's not. TV is primarily images, not substance. Even the best Madison Avenue firm couldn't get someone like Abe Lincoln elected—he doesn't have the right image." Sayer hopes our national love affair with TV's packaged images may eventually work in our favor, waking us before the ultimate nightmare begins.



Sayer

At the very moment world leaders exchange harsh words on television, their representatives are negotiating the peace. Media diplomacy goes on purely for our consumption," he says.

"We have become so accustomed to assuming that we live on the edge of disaster," Melko continues, "that it may be useful to consider the possibility that there is more time. If that is the case, we don't have to consider every issue critical, every loss devastating. We may have latitude for error."

And another day for peace. •

Melko agrees that TV is more image than substance. That's why he blames TV in part for creating the idea that the world is on the brink of disaster. Such a picture of the world situation may attract viewers, Melko says, but it's not a true reflection of reality. "Look at what's

done, not what's said.

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And another day for peace. •

New trends in liberal arts— a scientific approach

by S. Gwyn Hurley

TTrue or False: A computer science major won't benefit from courses in English, history, or philosophy.

True or False: A Liberal Arts student has no chance for success in the business or scientific world.

If you said "True" to either question, you have fallen for several myths which distort the importance—and the value—of the Liberal Arts in today's working world and society.

At Wright State University, several deans and professors from both scientific and liberal arts areas agree that the answer to both questions is a very firm "FALSE!"

The ability to adapt to a variety of situations is not the only asset gained from a liberal arts education, says Dr. Eugene B. Cantelupe, dean of the College of Liberal Arts. "The abilities for critical thinking, for gathering research materials, and for verbal and written expression are important abilities a student gains from a liberal arts education," he says. "By studying the liberal arts, students acquire an understanding of the world, the skills to express that understanding, the ability to grasp the essence of ideas and to organize them into understandable form, and to analyze."

Such skills pay off for students in the computer sciences. According to Dr. Larry Crum, chairman of the Department of Computer Science, students pursuing a bachelor of science in computer science will have to meet new liberal arts requirements—an added minimum of 12 credit hours of English, foreign languages, or classics—beginning this fall. "The added requirements in natural—or human—languages can carry over to the students' ability to work with artificial—or computer—languages," Crum says.

Students also, starting next fall, may opt for a bachelor of arts in computer science—majoring in computer science while taking a minimum of 32 credit hours in the liberal arts—history, philosophy, economics, or other liberal arts areas.

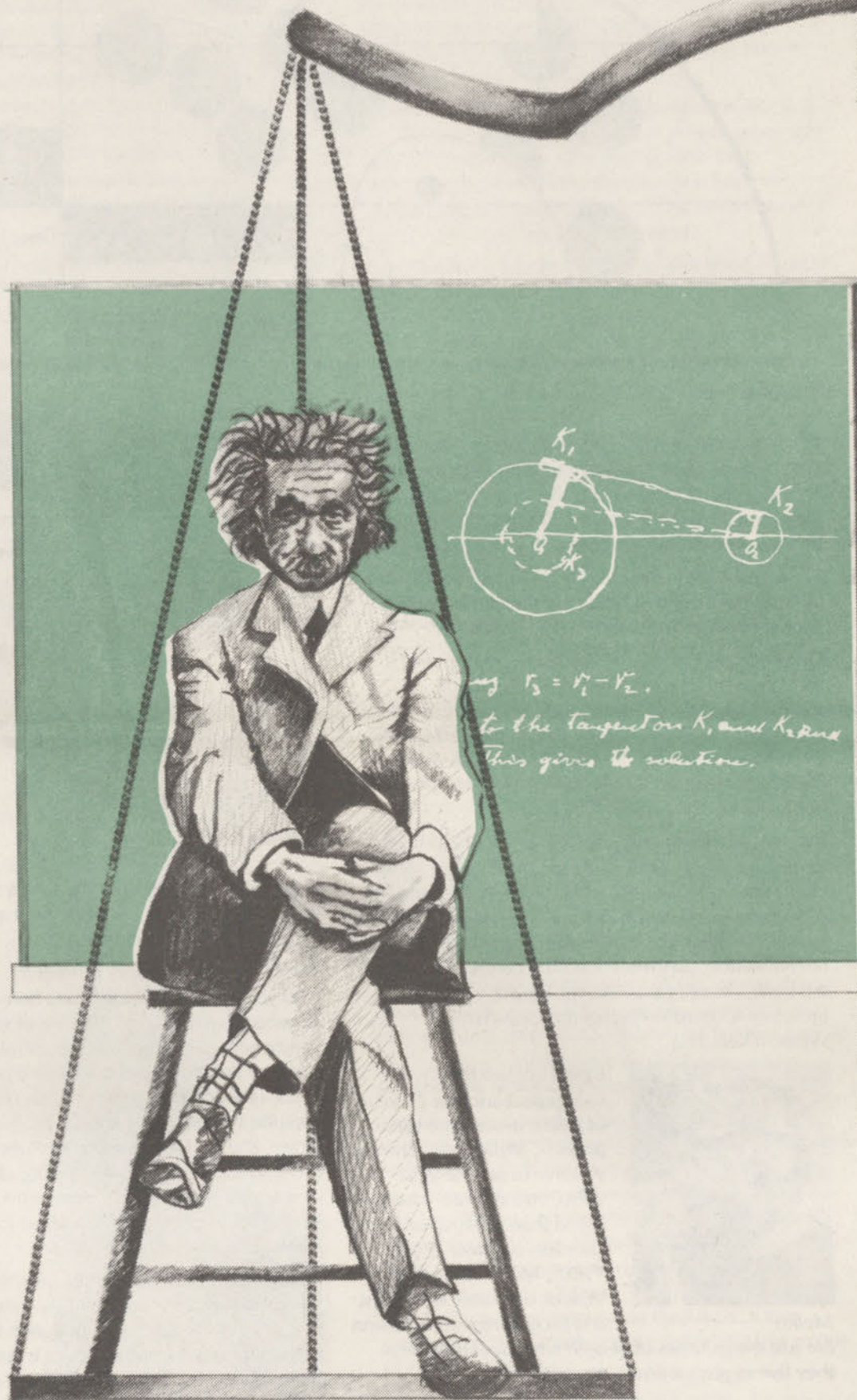
"Although liberal arts courses are not always immediately required to find a job in business or science, the skills one develops from the liberal arts helps one's personal development in careers," says Crum. "The development of personal traits and language ability is important in how you progress in the company and in life."

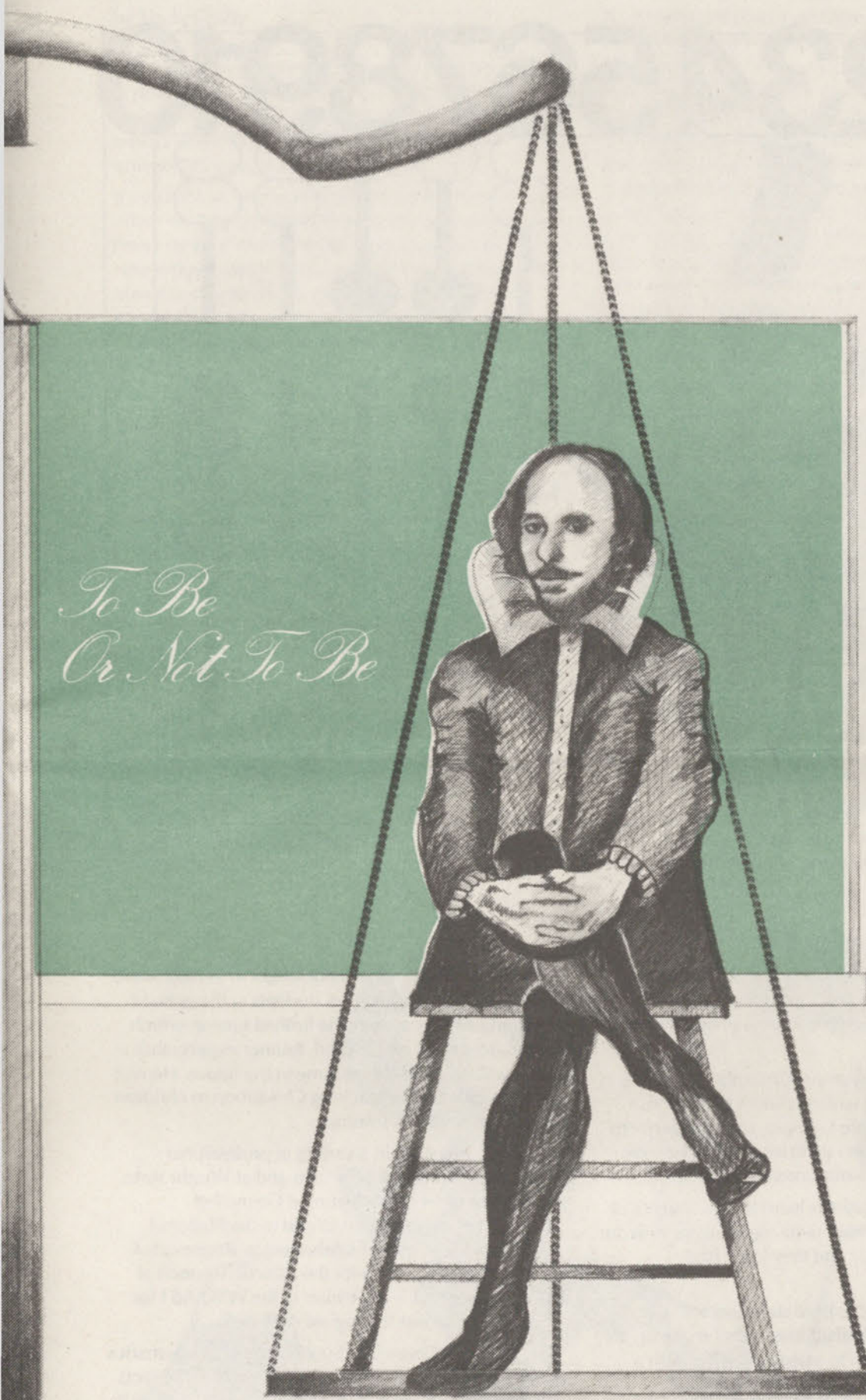
Like Crum, Cantelupe believes that, a "wedding" between scientific and liberal arts areas needs to take place. "Students should not have to make an 'either/or' choice between technical or scientific study and the liberal arts. Students need knowledge in both to function in our society," says Cantelupe. "Too often, students are blinded and misled into thinking they must steer clear of the liberal arts. At the same time, liberal arts students should be encouraged to do technical, scientific study—they should know about computers and electronic devices, for example."

Dr. J.R. Suriano, associate dean for student affairs/admissions in the WSU School of Medicine, and professor of microbiology and immunology, agrees, saying that the idea that scientists can live apart from the liberal arts is a popular misconception. In fact, he asserts, "many high

school graduates think the way to prepare for medical school is to major in the sciences. This is not a valid perception because medicine is very complex."

Of course, I am not down-playing the importance of science in preparing for medical school, but the necessary scientific knowledge can be acquired within the context of any major," Suriano adds. "The best approach is to major in the field in which you have an interest—not just in one you think will get you into medical school—while mastering





important science courses," The WSU College of Liberal Arts has prepared information for those interested in majoring in liberal arts as pre-med students which outlines recommended courses to prepare for medical school.

Suriano's comments are backed by statistics put out by the Association of American Medical Colleges on the 1978-79 entering classes for medical schools. Although most of the students applying to enter medical school were biology majors as undergraduates, 42.6 percent of the biology majors

were accepted, while 48.9 percent of the English majors who applied were accepted. Of the premedicine majors, 45.2 percent were accepted, and 55.8 percent of philosophy majors were accepted. The highest percent accepted were those who majored in interdisciplinary studies as undergraduate—63.6 percent—while the lowest percent accepted were those who majored in pharmacy—30 percent.

English and communication skills, as well as a "general literate sense," help students to "become better clinical psychologists," says Dr. Ronald E. Fox, dean of the School of Professional Psychology. He says he encourages his students to read because "in good literature, human experiences are brought to life that are not evident in scientific studies."

"We must get the word out—we must make people realize there is value in the liberal arts for *all* students," says Fox. "We must question the tendency in higher education to know more and more about less and less."

Knowing "more and more" about the liberal arts also seems to help those in the business world. Dr. F. Richard Swann, assistant professor of history and assistant to the dean for the College of Liberal Arts, cites some statistics from a study recently made by American Telephone and Telegraph which "studied their employees' potential for promotion to middle management. Twenty-six percent of the engineers were promotable. Of the employees who had majored in business, 31 percent were considered promotable. But of those who had majored in liberal arts, 46 percent were found to be promotable."

The reason, Swann believes, is that the liberal arts majors "could get along better with people because they were more adaptable, more ready to learn and better at learning."

"I feel comfortable encouraging students who want to go into business but want to study the liberal arts to go ahead and get the liberal arts degree along with the business minor available at Wright State," which, Swann adds, includes all the prerequisites for the Masters of Business Administration program.

Sometimes, people already in the working world realize they need those skills which liberal arts can provide and come back to college to gain them. For example, Dr. Thomas Whissen, professor of English and director of writing programs, notes that most of the calls he receives about the certificate in Professional Writing now available through the English department are "from people who already have degrees and are part of the working world, but want the certificate." The program includes an option to do writing internships with local businesses, professionals, and service organizations. "People in business and science who are responding to our requests for internships want writers who are articulate," says Whissen.

The certificate in professional writing; a bachelor of arts program in computer science; liberal arts for pre-med students—these are some of the steps Wright State is taking to encourage a "wedding" between the liberal arts and sciences—and to ensure that its graduates are well-rounded in *both* science and the liberal arts.

"I hope we at Wright State become leaders," says Crum, "that people will look back at us and what we've done and not say that we helped create the problem—but that we were part of the solution." •

Teaching Chisanbop to children

by Ed Harshbarger

"Learning by doing" is the philosophy that Dr. Carl Benner, WSU professor of education and program consultant of mathematics education, believes is the most effective way that an instructor can teach mathematics.

In his work with students at Wright State, where he is head adviser in math education, Dr. Benner supervises most of the secondary students in the classroom. He tries to encourage them to use creative teaching techniques and equipment.

In addition to his position at Wright State, Benner works as a consultant for Chisanbop Enterprises, a company that promotes Chisanbop as a supplementary aid in math education. He also teaches Chisanbop workshops throughout the United States.

Several years ago Benner was introduced to Chisanbop, the process of using one's hands to perform mathematical calculations, while watching a television program showing children computing math problems. Later that day, when Benner returned to work, he found himself bombarded with phone calls and messages from parents and students wanting to know more about the Chisanbop system.

Convinced that he should learn more about Chisanbop, Benner attended a training session in New York. Now after using Chisanbop with children of all ages, Benner firmly believes that this learning-by-doing approach to mathematics is extremely useful. "Personal classroom experiences in teaching young children has convinced me that Chisanbop techniques have provided tremendous growth in the basic skill area of computation and has created enjoyable experiences in learning mathematics," Benner said.

Chisanbop was created about 30 years ago by Sung Jin Pai and refined and simplified for use with children by his son, Hang Young Pai, a noted mathematician in his own right. "Chisanbop makes the abstract number a concrete reality and is considered an adaptation of the Korean abacus to the human hands," Benner said.

"The unique aspect about Chisanbop is the fact that, in practice, it is not limited to only the gifted student. Chisanbop can be learned by gifted, average, slow, or handicapped children at all levels of understanding," Benner added.



Benner

Benner explained that one young child, considered to be a slow learner, placed first in a three-way tie with two other gifted children in a mathematics contest using Chisanbop.

"It has been quite successful with the visually impaired child," Benner said. He noted that blind children

can be taught to use Chisanbop by touching their face instead of the desk top when counting. "Students using the Chisanbop method can handle all calculation problems, no matter how many columns and rows of digits are involved," Benner said. "As a student progresses through a set of four stages in learning the system, the time required to solve problems drops markedly since the technique

becomes more refined and advanced. Accuracy, which is always more important than speed, continues at a high level, regardless of how fast the student becomes."

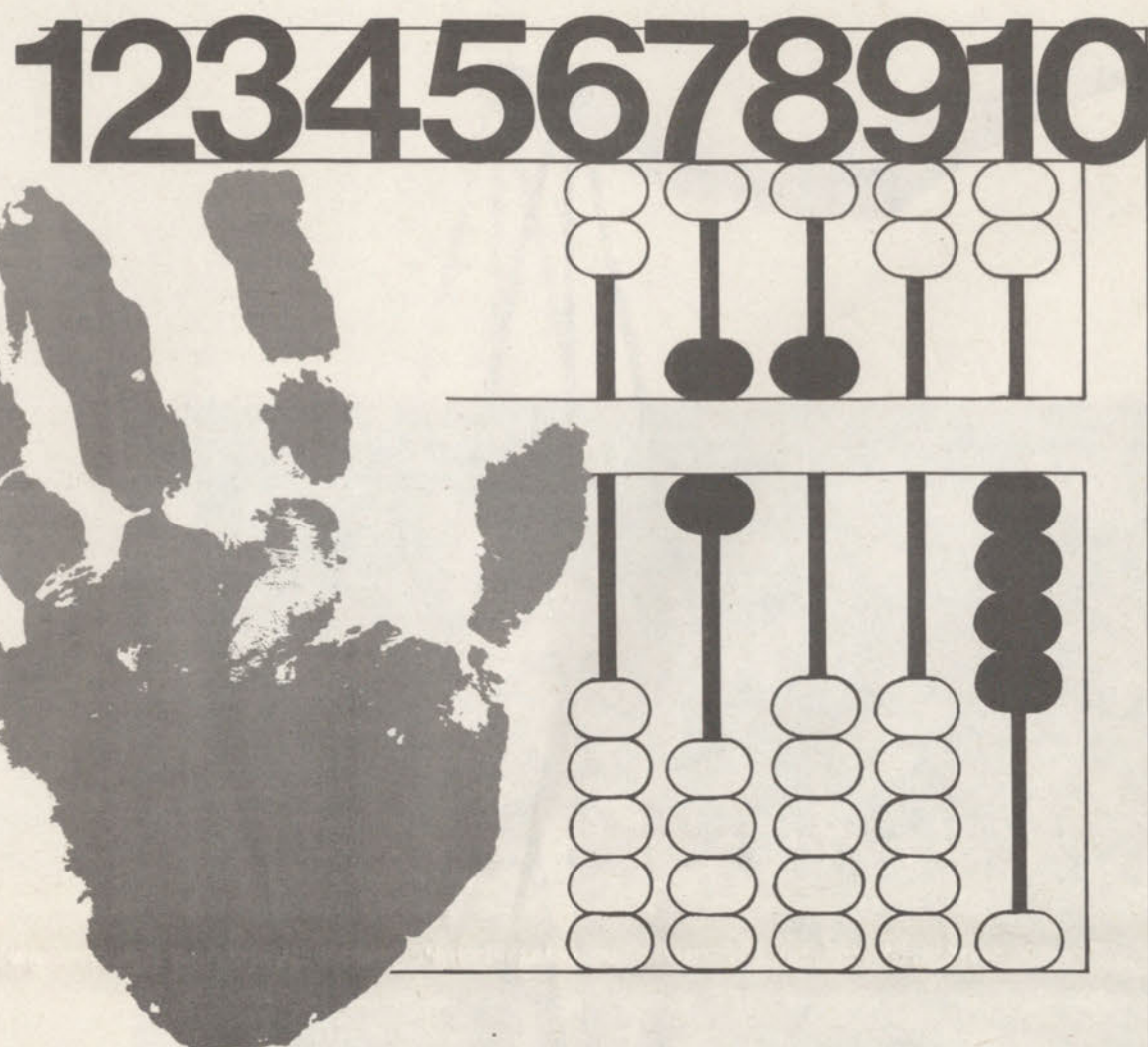
The first sequence in learning Chisanbop involves preparing the student with readiness skills. These skills include being able to count, read and write to ten; and match numbers up to ten with a concrete object and in a one-to-one correspondence.

In the second stage students learn the mechanics of Chisanbop. They learn to name their fingers with an assigned number value and they learn basic terminology.

The basic element of the third stage is the simultaneous pressing of all fingers that make up a number. Students learn to match numbers with a finger value.

The fourth stage in learning Chisanbop incorporates a methodology and some techniques for adapting the system. It includes having the children count orally in unison and gives an introduction to written work.

"Approximately 25 hours are required to learn how to teach Chisanbop," Benner said. "The major advantage of the system is that it is an effective learning aid. As a supplement to regular classroom instruction, Chisanbop is highly recommended and is used throughout the United States, Japan, and Germany."



Almond

Although Chisanbop is not taught to Wright State University math education students at the present time, mainly because of the limited time in which other areas must be covered, Benner expects that a class will be offered sometime in the future. He will offer a workshop in teaching Chisanbop to children at Wright State this summer.

Benner is involved in a variety of professional committees in the Dayton area and at Wright State. He is a member of the National Council of Supervisors of Mathematics and of the National Council of Teachers of Mathematics. Benner also serves as the chairman for the Athletic Council at Wright State and is a member of the WSU Ad Hoc Committee on Intercollegiate Athletics.

The National Council of Supervisors of Mathematics believe that knowledge of single-digit number facts is essential and mental arithmetic is a valuable skill. Every day situations demand simple computations of multiplication, addition, subtraction, or division.

Chisanbop dwells on helping children develop these essential skills, and in the process, incorporates a "learning by doing" approach that will help children remember what they have learned. •

Graduate helps perpetuate Foundation

by Linda Smith

"Knowledge is power," Sir Francis Bacon said, and Scott Hoskins, a WSU graduate working as staff assistant in the WSU Foundation and Development office, provides the power of research for the university's corporate fund campaign.

If you look in on Hoskins you might find him in his office reading the *Wall Street Journal*, *Standard and Poors* or the *Ohio Manufacturers Journal*. He researches corporations, and fills out detailed cards about each one which may eventually lead to a contribution from one of the many business firms that support the university through the WSU Foundation.

"Before a Foundation member calls on a company, he is given facts and figures about the company that I have obtained through research. Not only do we look at the success of a company, but we also research the individual we will be calling on to find a Wright State connection," Hoskins notes.

"Perhaps the company has Wright State graduates working there, or the executive might have a son, daughter or other relative attending Wright State. If you can establish a Wright State tie before personally calling on the company there is about a 90 percent chance for success in securing a contribution. Last year more than 300 firms were solicited by members of the Foundation, faculty, and staff. I spend much of my time researching companies and executives, and that research is important in obtaining a donation," explains Hoskins. During the past year the WSU Foundation corporate campaign generated \$157,000 in contributions.

Aside from the corporate drive, Hoskins and the other staff of the Foundation are involved in the on-campus scholarship campaign at Wright State assisting Millie Waddell, assistant director of University Development, in the planning and carrying out of the drive. "The on-campus support has been fantastic," says Hoskins. "We have made our goal every year since we began in 1977. We set a modest goal that first year of \$15,000 and we were overwhelmed by contributions totaling more than \$40,000. We set a goal this year of \$55,000, and to date have collected over \$60,000. We continually surprise development people all over the country when we tell them how our faculty and staff support the Campus Scholarship Campaign."

Hoskins reports that it is unusual that Wright State has such a high participation rate (over 50 percent). Many schools, according to Hoskins, do not have such a drive because they don't feel their faculty and staff would participate.

In addition to researching and helping with the on-campus campaign, Hoskins also is involved with the other fund-raising efforts of the Foundation, chiefly through computer records.

As a graduate he has voluntarily helped Pat Moran, director of Alumni Affairs, with alumni phonathons, making telephone calls locally and around the country to graduates. The alumni phonathons have been a successful way of stimulating alumni contributions to the Foundation for the benefit of the university. Approximately 75 percent of WSU graduates stay in the Dayton area. In essence, says Hoskins, if you help Wright State, you are helping Dayton by supplying the professionals needed for future growth and development in the community.



Scott Hoskins after posting results of the Campus Scholarship Campaign.

Hoskins joined the Foundation and Development office as a volunteer after graduating with a B.S. in Political Science during the summer of 1977. In the fall of that year he received a graduate assistantship and later became a full-time employee in the office.

Happy in his job at Wright State because he enjoys the research and working with people, Hoskins eventually would like to become a development director in a college setting or work for the arts in soliciting endowment funds. He credits his liberal arts degree with giving him the skills to perform his job successfully.

"Liberal arts teaches you how to visualize concepts, how to think and put things together and organize them. My Wright State education has given me the ability to communicate in a verbal and written way. All of these aspects of my education have been invaluable to me."

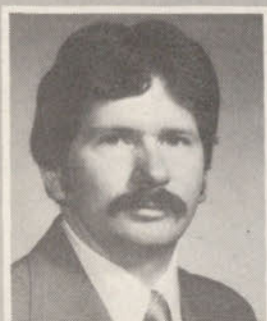
Reflecting on his five years from volunteer to staff assistant with the Development Office he says, "Wright State may not have funds for scholarships like a Harvard, Notre Dame, or Michigan, but we are working on it!" •



Almond

Alumnotes

Director's column



Pat Moran

Congratulations to all new graduates. I enjoyed meeting many of you at the graduate reception held at the Dayton Sheraton. I am pleased to report that nearly 2,000 new graduates have been added to our mailing list!

This year we look forward to initiating an Undergraduate Alumni Council. This organization will be a key in forming the future of alumni development at Wright State. The purpose is to bring students and alumni together at various levels, to foster mutual respect, build spirit and enhance the prestige of the university.

The number of WSU alumni donors to the university during 1980-81 increased over 300 percent. During this year's campaign however, only 900 graduates have donated thus far compared to 1200 who contributed during 1980-81. Our goal this year was \$30,000—to date we have received \$23,000. My sincere gratitude to those of you who did make a donation this year. If you have not sent in your pledge card with your donation, it is not too late to do so. We can still apply the amount to the 1982 campaign total.

We will be in the Alumni Office during the summer Monday through Thursday. If you are on campus, please stop by and say hello. It is always pleasant to renew old acquaintances.

69-75

Jerry Smith

(B.S. Education 69) was appointed clerk-treasurer of the village of Plain City, Ohio. She resides with her husband and two children in Plain City.

Duane Earley

(B.S. Chemistry 71) is president of Science Unlimited, Inc. He is also an officer in the American Institute of Chemical Engineers and a member of the American Chrystallographic Society.

Barbara Kane

(M. and M.Ed. School Counseling 71) recently received the 1982 Kappa Delta Pi Outstanding Teacher Award at Indiana State University where she is an associate professor of education in the Department of Education and School Psychology. She earned an Ed.D. degree from the University of Cincinnati and serves on the board of their College of Education national alumni association.

Shirley A. McKean

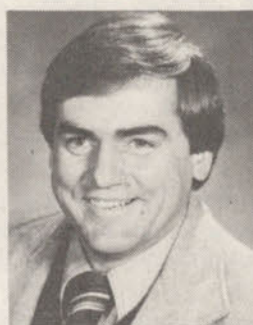
(B.A. Anthropology 72) has been accepted to the American Graduate School of International Management in Glendale, Arizona.



Sutton

Jerome P. Sutton

(M.S. Systems Engineering 72) an Air Force Systems Command employee at Wright-Patterson Air Force Base in Dayton, has been selected for the Joint Program in the Management of Technology at Massachusetts Institute of Technology (M.I.T.). The program at M.I.T. is the nation's first advanced degree program focusing directly on the management of technology. He was the only Air Force civilian of 10 executives nationwide selected to participate in the 1982-83 program.



Tackett

Roger Tackett

(B.A. Political Science 72) has formally announced his candidacy for the 7th Congressional District race. For five years he has served as a commissioner in Clark County. In 1980 he captured 156 of 159 precincts and won re-election by a two to one margin.

Steven K. Martin

(B.S. Accounting 73) has been named manager of Financial Analysis for the KitchenAid Division of Hobart Corporation. Steven is also a member of the American Institute of Certified Public Accountants.

Ruth Lapp

(M.S. Personnel Counseling 74) was recently appointed to a one-year term on the Beavercreek City Planning Commission. She is currently Wright State's assistant director of Career Planning and Placement and writes a column on career changes for the *Beavercreek Daily News*. A member of the Ohio and American College Personnel Associations, the American Society of Training and Development, and the Greene County Mental Health Association, she resides in Beavercreek with her husband and two children.

Michael D. Saxon

(M.B.A. Management 74) recently became engineering manager at Protective Treatment, Inc., in Dayton. He is responsible for project, process and industrial engineering as well as tool and die shop engineering. Michael lives with his wife and two children in Dayton.

Lewis D. Bernard

(B.F.A. Art 75) has been re-elected secretary for the Dayton Motorboat Racing Association.

John L. Dwyer

(M.Ed. 75) is a lieutenant colonel and chief of the Training and Education Division of the Headquarters Military Airlift Command at Scott Air Force Base in Illinois.

76-79



Iller

Roy Iller

(B.S. Business 76) has gone into business for himself, while continuing to look for full-time employment, as an Amway representative. He is living in Centerville, Ohio and is working in an office out of his home.

Sheila Bocko

(B.S. Elementary Education 77) married Ken Keeton in April. She is a teacher at Five Points Elementary School in Fairborn, Ohio.

Michael Holloran

(B.A. History 77) was ordained a Roman Catholic Priest in ceremonies held at St. Peter in Chains Cathedral in Cincinnati. He will take up residence at St. Agnes Parish in Dayton and will join the Carroll High School faculty in the fall.

Wendell S. Meyers

(M.A. Education 77) is a teacher and coach at Greenville Senior High School. He recently indicated his intention to seek the Republican nomination for state representative from the newly formed 73rd House District. He and his wife and son live near Arcanum, Ohio.

John D. Mowery

(M.B.A. 77) has been appointed product manager for C-B Reciprocating Products by Cooper Energy Services. He is responsible for engineering, product marketing, and market planning. John currently resides in Grove City, Pennsylvania with his family.

Jeffery Smith

(B.S. Accountancy 77) is currently attending the University of Dayton and is employed as an accountant at Mead Corp. He married Rachelle Lee Perry in March.

Alumni contribution

Dr. Jacob B. Paperman, chairman of the Department of Accountancy, accepts a check from the Ernst & Whinney Foundation matching the contributions of six WSU alumni employees of the firm. Presenting the check are Timothy A. Ross and Michael S. Kleinhenz. Other Ernst & Whinney contributing alumni were Christopher M. McAtee, John P. Kiley, Andrew Walsh, and Stephen R. Stanforth.



Cincinnati Reds Weekend

August 21-22 plan to go to Cincinnati for an exciting Cincinnati Reds weekend. Transportation, lodging, and tickets for two Reds games are part of the package. For more details call the Alumni Office, 873-2620.

Memorial tournament

The Steve Shook Memorial Softball Tournament will be held August 28-29. For details contact the Alumni Affairs Office, 873-2620.

Hemdrenna Vant Hoog

(B.F.A. Art 77) is currently working at Eastway Mental Health Center as an activity therapist. She works in oil painting as well as collages and has exhibited her work at the WSU Gallery, High Street Gallery, and the Talbot Tower in Dayton.

Judith Marie Myers

(B.S. Education 78) married First Lt. James Daniel Alstott in February. The couple now lives in Chesterton, England.

Pamela M. Garrett

(B.S. Nursing 79) is currently working at Mercy Hospital in Springfield. She married Tim Pollock in May.

Steven Winteregg

(M.M. Music Education 79) is a successful composer whose cantata *Logos* premiered with the Cedarville College Department of Music, where Steven teaches and serves as composer-in-residence. He also plays tuba in the Dayton Philharmonic and is arranger for the Dayton Philharmonic Orchestra and the Dayton Ballet.

Pamela A. Montag

(M.S. Science 80) is working in a Juvenile Court Diversion Program. She wed Joseph Schroeder this summer. He is a doctoral candidate in the School of Professional Psychology at Wright State.

Kelly Corken

(B.F.A. Theatre 81) has a speaking role in the play *Chaplin*, based on the life of the famous film star. The play opened in Boston in April and is expected to play on Broadway in New York this summer.

Gregory Alan Fletcher

(B.S. Marketing 81) is employed as an assistant manager for Red Lobster Inns of America. He is engaged to Rebecca Bracket of Dayton.

Diane Foley Imbrogno

(Doctor of Medicine 81) is now in family practice residency after graduating from Wright State School of Medicine in June. She and her husband are living in Greenville, N.C.

Lori M. Jeanesse

(B.S. Nursing 81) was married in March to Daniel Wallace. Both she and her husband now work at the Methodist Hospital in Houston, Texas.

Ann Kyle

(M.S. Education 81) has been named "Outstanding Mathematics Classroom Teacher for 1982," representing the Central District of the Ohio Council of Teachers of Mathematics. Ann, who has taught at Benjamin Logan High School for seven years, was one of nine teachers in the state to be recognized.



Ngo

Ngoc Kim Ngo

(M.S. Chemistry 81) has joined the General Electric Research and Development Center as a chemist. Prior to this, she was a chemical research assistant with the University of Dayton Research Institute at the Wright-Patterson Air Force Materials Laboratory. Mrs. Ngo lives in Schenectady, New York.

Rosalie Sturtevant

(B.S. Business 81) was recently named assistant to the controller at WDTN TV in Dayton.

Ann Turckes

(B.S. Education 81) is currently a third-grade teacher at St. Peter's School in Huber Heights. She married William Ryan, Jr. in June.

Michael W. Whiteside

(M. Education 81) was appointed interim principal at the C.F. Holliday Elementary School. He has been an elementary teacher in West Carrollton schools since 1975.

Alicia Guithues

(B.S. Education 82) is engaged to Cary Stanley. The couple plan a summer wedding.

Sharon Gwyn Hurley

(B.A. English 82) has been accepted as a graduate assistant at Bowling Green State University. She plans to study for an M.A. in English in technical writing.

Cary Stanley

(B.S. Physical Education 82) is an assistant football coach at Baker High School.

80-82

Joanna Bocko

(B.S. Business 80) is employed at American Testing Engineering Corp. in Indianapolis as a marketing coordinator. She plans to wed Barry Roziewski on July 31.

James Borgert

(B.S. Accountancy 80) has joined James Stroh & Company, Certified Public Accountants in Wapakoneta. He was formerly with Touche Ross and Company in their Dayton office.

Gary Lee Conley

(B.S. Medical Technology 80) is employed at Miami Valley Hospital as a medical technologist. He recently married Nancy Lynn MacConnell.

Harry A. Cummins

(B.A. Psychology 80) married Jenny Soddors in May in Xenia, Ohio.

Michael Menard

(B.S. Marketing 80) recently married Lyn Samuelson. Michael is employed by Reynolds & Reynolds Company in Dayton.



Students enjoy the summer sun near Rike Hall.

Small business ventures— look before you leap

by Deborah McCarty

The American Dream—

- owning your own business
- doing the work you enjoy
- being your own boss
- earning a tidy profit

But the dream dies quickly for most new business owners. According to Dr. Peter S. Carusone, professor of marketing at Wright State University, inefficient management is responsible for the demise of countless small business ventures.

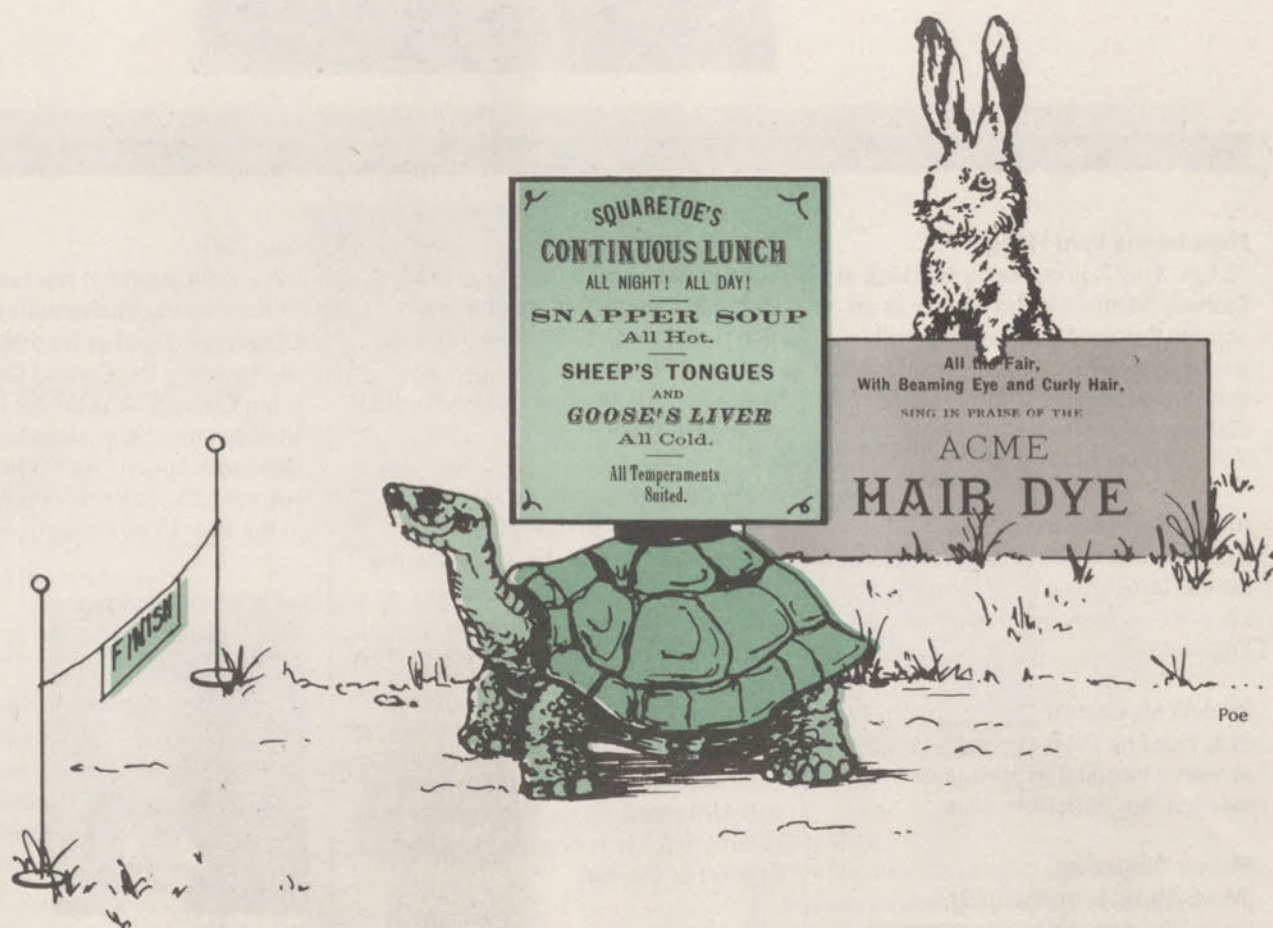
Carusone, a frequent public speaker on market planning and strategy for small businesses, is the coauthor of a book on *Small Business Management* published in 1972 by McGraw Hill. He says that most new business owners lack clearly defined plans and sufficient working capital. They tend to believe that everyone will be a customer and frequently fail to seek professional business advice. An independent attitude and a tendency to act like business owners, rather than business managers, are other factors which work against them.

To succeed, according to Carusone, the entrepreneur needs a clearly defined (preferably written) business plan. Carusone suggests that this plan include a customer profile and an evaluation of the competition. A financial summary of expected revenue and expenses, along with expected cash flows, and a realistic projection of the business's potential weaknesses should be included. The plan should be so complete that the entrepreneur will have reviewed all aspects of the business before ever setting out to establish it, Carusone said.

According to William D. Evans, associate dean for undergraduate programs and assistant professor of business administration at WSU, entrepreneurs mistakenly believe that they can subsist on the profits of their newly established businesses. A new business may take from 12 to 18 months to become profitable, Evans said. "People forget that it takes a lot of work—more than an eight-hour day—and not everyone makes money," he said.

Believing that everyone will be a customer is another common mistake made by new business owners. Entrepreneurs sometimes fail to identify and analyze the specific market appeal of their products or services. As a result, their advertising campaigns lack focus and effectiveness. Evans illustrated this point using the example of a dry cleaner in a working class neighborhood who unsuccessfully advertised a special on fur coat cleaning and storage. Before beginning an advertising campaign, it's important to know who and where your customers are, as well as the most effective way to reach them.

Carusone believes in frequent and consistent advertising. A firm needs a readily identifiable logo and typestyle, and must run ads more than once or twice to produce results. Too many other ads appear in the media competing for a potential customer's attention.



An independent attitude and a tendency to act like owners rather than managers often prevent entrepreneurs from seeking professional advice. Accountants, attorneys, bankers, and insurance representatives all have special areas of expertise which supplement a business owner's skills. Even if owners had the knowledge to successfully manage all areas of their businesses, it is doubtful that they would have the time.

Evans believes an owner needs to be able to adapt to business changes and innovations. Computerized business information systems provide convenient access to customer, financial and inventory control records. But professional advice may be necessary to analyze and apply this information to best advantage.

For effective management, the owner who decides to bring in a partner should look for someone with "good chemistry, someone who complements his or her skills," Carusone says. A cook who wants to open a restaurant should look for a partner with restaurant management experience. Evans cautions against going into business with family or friends. A partnership should be based on sharing total responsibilities, he says. Business decisions should not be based upon making or breaking personal relationships. Carusone doesn't object to the idea of family or friends as business partners, but says, "You need to be able to get along with each other and 'agree to disagree'."

When asked what he would choose if going into business for himself, Carusone said that a good bar and restaurant close to the WSU campus would be a successful venture. Evans said he would have liked to have rented a storeroom, bought 10 to 20 "Pac Man" machines and video games and operated them for the past year. •

Small business assistance

Small business owners can seek management assistance through the Wright State University Center for Small Business Management. The center has sponsored seminars on a variety of topics including cash flow management and changes in tax law resulting from the Economic Recovery Tax Act of 1981.

The center, directed by William D. Evans, associate dean of the WSU College of Business and Administration, receives a small stipend from the Small Business Administration (SBA) in Columbus. The stipend enables Evans and a team of students to assist eight to twelve small businesses a year.

The students, seniors in business administration, earn academic credit by preparing consulting reports for the small business owners. The reports identify the firm's problems and offer solutions. Inventory control, product diversification, cost identification, and advertising direction are some of the areas in which the center has provided assistance.

Businesses can apply for assistance through the SBA in Columbus or directly through the WSU Small Business Management Center. It is not necessary to have a SBA loan to qualify.